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INFO OCT-01 NEA-09 ISO-00 EB-05 RSC-01 AF-05 /021 R

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DRAFTED BY COM/BIC/CAGNE/TPKILLOUGH/BT

APPROVED BY EB/OCA/BR-HACAHILL

COM/BIC/CAGNE:PBHALE COM/BIC/OIM/RGARNITZ

COM/BIC/DAS-IC/CWHOSTLER

NEA/RA-HMMONTGOMERY EB/OCA/BR - JLNESVIG

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FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI

USINT ALGIERS

AMEMBASSY AMMAN

USINT BAGHDAD

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMCONSUL CASABLANCA

AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

AMCONSUL JERUSALEM

AMEMBASSY JIDDA

AMCONSUL KHORRAMSHAHR

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMCONSUL ORAN

AMEMBASSY RABAT

AMEMBASSY SANAA

AMCONSUL TABRIZ

AMCONSUL TANGIER

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

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CAIRO ALSO FOR ALEXANDRA, KUWAIT ALSO FOR DOHA

E.O. 11652: N/A

TAGS: BEXP, XF, XI

SUBJ: RECENT DEPARTMENT OF COMMERCE ACTIONS RELATED TO
NORTH AFRICA AND NEAR EAST

1. SUMMARY. DEPARTMENT OF COMMERCE (USDOC) IS ADJUSTING ITS OPERATIONS TO GIVE A HIGHER PRIORITY TO GROWING IMPORTANCE OF MARKETS IN NORTH AFRICA AND MID EAST. THIS MESSAGE DESCRIBES FOR POSTS IN COUNTRIES AFFECTED THREE PRINCIPAL ELEMENTS OF NEW USDOC APPROACH TO AREA. THESE ELEMENTS ARE (A) REORGANIZATION OF FUNCTIONS AND RESPONSIBILITIES RELATING TO THE REGION WITHIN USDOC; (B) PROGRAM OF GREATLY INCREASED PUBLICITY AND INFORMATION WITHIN USA ABOUT MARKET OPPORTUNITIES IN NORTH AFRICA/NEAR EAST; (C) GREATER EMPHASIS ON SCHEDULING PROMOTIONAL EVENTS (TRADE MISSIONS, PRODUCT EXHIBITIONS, CATALOG SHOWS, ETC.) IN THE AREA. USDOC RESPONSE TO MARKET CHALLENGE FLOWS IN PART FROM NUMEROUS, THOUGHTFUL SUGGESTIONS OF FOREIGN SERVICE POSTS IN AREA. END SUMMARY.

2. USDOC REORGANIZATION. IN MAJOR ADDRESS TO AMERICAN-ARAB ASSOCIATION FOR COMMERCE AND INDUSTRY, COMMERCE SECRETARY FREDERICK B. DENT ANNOUNCED ON JULY 16 FORMATION WITHIN USDOC OF "A SPECIAL ORGANIZATION -- THE COMMERCE ACTION GROUP FOR THE NEAR EAST--TO SERVE AS THE SINGLE FOCAL POINT FOR THE TOTAL DEPARTMENT OF COMMERCE RESPONSE TO THE DRAMATICALLY CHANGED ECONOMIC SITUATION AND SIGNIFICANT NEW BUSINESS OPPORTUNITIES IN THE NEAR EAST. 5#8 :9..34:3 -:589, &4970 28)) 07)) 59&35#34 -)) 5#3 43)3;-5 43 974:3S OF THE DEPARTMENT..." THIS NEW ORGANIZATION, WHOSE ACRONYM IS CAGNE, HAS ASSUMED RESPONSIBILITY FOR USDOC PROGRAMS IN 19 COUNTRIES IN NORTH AMERICA AND THE NEAR EAST. UNDER ACTING DIRECTOR PETER HALE, A BUSINESS SERVICES SECTION CONSISTING OF A DEPUTY DIRECTOR, THREE COUNTRY MARKETING MANAGERS AND STAFF AND A BUSINESS FACILITATION UNIT DEVELOPS INFORMATIONAL AND PROMOTIONAL PROGRAMS FOR THE FOLLOWING GROUPS OF COUNTRIES: N. AFRICA (FOUR COUNTRIES MOROCCO TO LIBYA; IRAN-ISRAEL- UNCLASSIFIED

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EGYPT; AND OTHER ARAB STATES (TWELVE COUNTRIES). IN ADDITION TO THE BUSINESS SERVICE SECTION, CAGNE CONTAINS A COORDINATING OR LIAISON SECTION WHOSE ACTIVITIES CONCENTRATE ON THOSE COUNTRIES WITH WHICH THE U.S. IS ESTABLISHING SPECIAL RELATIONSHIPS. THIS SECTION ALS COORDINATES THE WORK OF CAGNE WITH OTHER OFFICES WITHIN THE DEPARTMENT AND WITH OTHER CONCERNED WASHINGTON AGENCIES. CAGNE REPORTS DIRECTLY TO DR. CHARLES HOSTLER, DEPUTY ASSISTANT SECRETARY

FOR INTERNATIONAL COMMERCE.

3. INFORMATION PROGRAM: SECRETARY DENT'S JULY 16 SPEECH IN NEW YORK ILLUSTRATES THE GREATLY INCREASED PRIORITY USDOC IS GIVING TO SYSTEMATIC PROGRAM OF INFORMATION DISSEMINATION ON NORTHAFRICA/NEAR EAST MARKETS. IN HIS ADDRESS SECRETARY DENT ALSO HIGHLIGHTED THIS INFORMATION CAMPAIGN. PUBLICATION WAS MADE THAT DAY OF THE BOOKLET "THE NEAR EAST MARKET: A REPORT TO U.S. BUSINESS"--PREPARED BY USDOC'S NEAR EAST TASK FORCE, WHOSE MEMBERS VISITED NUMBER OF ADDRESSEE POSTS IN APRIL 1974. THIS 47 PAGE BOOKLET FOCUSES ON MARKET OPPORTUNITIES IN ELEVEN EASTERN ARAB COUNTRIES AND IRAN. SECRETARY DENT ALSO ANNOUNCED THAT USDOC WOULD HOLD SERIES OF SEMINARS ON DOING BUSINESS IN NEAR EAST THIS AUTUMN IN KEY CITIES AROUND THE COUNTRY. USDOC'S BIWEEKLY MAGAZINE "COMMERCE TODAY" FEATURED SPECIAL NEAR EAST ISSUE ON JUNE 24, 1974 AND WILL CONTINUE TO GIVE INCREASED ATTENTION TO FOREIGN SERVICE AND USDOC ARTICLES ON NEAR EAST MARKETS. FINALLY, CAGNE IS PREPARING OVERSEAS BUSINESS REPORTS IN THE NEW "MARKETING IN..." FORMAT ON MAJOR COUNTRIES IN THE AREA--BEGINNING WITH IRAN, KUWAIT, EGYPT, SAUDI ARABIA, ALGERIA, MOROCCO AND IRAQ. AMERICAN BUSINESS RESPONSE TO THE INCREASED FLOW OF INFORMATION HAS BEEN IMMEDIATE AND IS FELT IN GREATLY INCREASED VOLUME OF TELEPHONE, MAIL, AND PERSONAL INQUIRIES.

4. PROMOTIONAL PROGRAM: CAGNE IS REVIEWING FY 75 AND 76 SCHEDULE FOR PROMOTIONAL EVENTS AND WILL DISCUSS ANY PROPOSED REVISIONS WITH AFFECTED POSTS AS SOON AS POSSIBLE. IN GENERAL, CAGNE FOLLOWING TWO PRINCIPLES ABOUT PROGRAMMING EVENTS FOR AREA. (A) GREATEST SINGLE NEED IS FOR PROGRAM OF MARKET RESEARCH--WITHOUT WHICH NO UNCLASSIFIED

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PROGRAM OF EVENTS CAN BE PROPERLY CONSTRUCTED. (B) SECOND PRINCIPLE IS RECOGNITION THAT CAGNE COUNTRIES FALL INTO TWO BROAD CATEGORIES WHICH REQUIRE SOMEWHAT DIFFERENT MARKETING STRATEGIES. ONE GROUP OF COUNTRIES MIGHT BE DESCRIBED AS SEMI-INDUSTRIALIZED, E.G. ALGERIA, EGYPT, IRAN, IRAQ, ISRAEL, KUWAIT, LEBANON, MOROCCO, AND SYRIA. A SECOND GROUP IS, WITH THE EXCEPTION OF OIL PRODUCTION, PRE-INDUSTRIAL; E.G. SAUDI ARABIA, UNITED ARAB EMIRATES, QATAR, OMAN, AND OTHERS. WHILE MANY OF USDOC'S TRADITIONAL TYPES OF TRADE PROMOTION EVENTS ARE BEING SUCCESSFULLY UTILIZED IN THE NEAR EAST MARKETS, ESPECIALLY IN THE SEMI-INDUSTRIALIZED COUNTRIES, WE RECOGNIZE THAT SOME ADJUSTMENTS IN THE NATURE OF THESE EVENTS MAY BE NECESSARY. FOR THIS REASON, USDOC WILL BE AS FLEXIBLE AS POSSIBLE, WITHIN PROGRAM CONSTRAINTS, IN THE SCHEDULING AND PLANNING

OF EVENTS FOR THE AREA AND STRONGLY URGES POSTS TO SHARE
WITH US IN THE CLEAREST AND MOST EXACT MANNER POSSIBLE
THEIR VIEWS ON THE NATURE OF EVENTS WE SHOULD BE
PROGRAMMING.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 AUG 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE174601
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/CAGNE/TPKILLOUGH/BT
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740219-0811
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740859/aaaabyme.tel
Line Count: 174
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 06 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 JUN 2002 by reddocgw>; APPROVED <22 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: RECENT DEPARTMENT OF COMMERCE ACTIONS RELATED TO NORTH AFRICA AND NEAR EAST
TAGS: BEXP, XF, XI
To: ABU DHABI MULTIPLE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005